



KSTU
5020 W. Amelia Earhart Dr.
Salt Lake City, UT 84116
(801)532-1300

CONTRACT

<u>Contract / Revision</u> 566347 /		<u>Alt Order #</u>
<u>Product</u> Mayor		
<u>Contract Dates</u> 09/17/12 - 11/04/12		<u>Estimate #</u> 318
<u>Advertiser</u> McAdams/D/Mayor		<u>Original Date / Revision</u> 08/06/12 / 08/06/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSTU	<u>Account Executive</u> Kent Carbon	<u>Sales Office</u> Salt Lake City
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-64		
		<u>Total Ratings</u> 211.50
<u>IDB#</u> 682	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Love Communications
546 South 200 West
Salt Lake City, UT 84101-2304

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	13	09/17/12	11/04/12	M-F 530a-6a	530a-6a		:30				NM	12	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				2	\$125.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				2	\$125.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				2	\$125.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				2	\$125.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				2	\$125.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				2	\$125.00	1.50			
N 2	13	09/17/12	11/04/12	M-F 6a-7a	6a-7a		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				1	\$300.00	2.00			
Week:		09/24/12	09/30/12	MTWTF--				1	\$300.00	2.00			
Week:		10/01/12	10/07/12	MTWTF--				1	\$300.00	2.00			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				1	\$300.00	2.00			
Week:		10/22/12	10/28/12	MTWTF--				1	\$300.00	2.00			
Week:		10/29/12	11/04/12	MTWTF--				1	\$300.00	2.00			
N 3	13	09/17/12	11/04/12	M-F 6a-7a	6a-7a		:15				NM	12	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				2	\$150.00	2.00			
Week:		09/24/12	09/30/12	MTWTF--				2	\$150.00	2.00			
Week:		10/01/12	10/07/12	MTWTF--				2	\$150.00	2.00			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				2	\$150.00	2.00			
Week:		10/22/12	10/28/12	MTWTF--				2	\$150.00	2.00			
Week:		10/29/12	11/04/12	MTWTF--				2	\$150.00	2.00			
N 4	13	09/17/12	11/04/12	M-F 7a-8a	7a-8a		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				1	\$300.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				1	\$300.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				1	\$300.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				1	\$300.00	1.50			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract Dates</u> 09/17/12 - 11/04/12	<u>Product</u> Mayor	<u>Estimate #</u> 318
<u>Advertiser</u> McAdams/D/Mayor		<u>Original Date / Revision</u> 08/06/12 / 08/06/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Totals Spots Amount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	MTWTF--				1	\$300.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				1	\$300.00	1.50			
N 5	13	09/17/12	11/04/12	M-F 7a-8a	7a-8a		:15				NM	12	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				2	\$150.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				2	\$150.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				2	\$150.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				2	\$150.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				2	\$150.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				2	\$150.00	1.50			
N 6	13	09/17/12	11/04/12	M-F 8a-9a	8a-9a		:15				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				1	\$150.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				1	\$150.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				1	\$150.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				1	\$150.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				1	\$150.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				1	\$150.00	1.50			
N 7	13	09/17/12	11/04/12	M-F 530p-6p	530p-6p		:30				NM	6	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				1	\$300.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				1	\$300.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				1	\$300.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				1	\$300.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				1	\$300.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				1	\$300.00	1.50			
N 8	13	09/17/12	11/04/12	M-F 530p-6p	530p-6p		:15				NM	6	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				1	\$150.00	1.50			
Week:		09/24/12	09/30/12	MTWTF--				1	\$150.00	1.50			
Week:		10/01/12	10/07/12	MTWTF--				1	\$150.00	1.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				1	\$150.00	1.50			
Week:		10/22/12	10/28/12	MTWTF--				1	\$150.00	1.50			
Week:		10/29/12	11/04/12	MTWTF--				1	\$150.00	1.50			
N 9	13	09/17/12	11/04/12	M-F 9p-1005p	9p-1005p		:15				NM	12	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	MTWTF--				2	\$500.00	3.50			
Week:		09/24/12	09/30/12	MTWTF--				2	\$500.00	3.50			
Week:		10/01/12	10/07/12	MTWTF--				2	\$500.00	3.50			
Week:		10/08/12	10/14/12	-----				0	\$0.00	1.50			
Week:		10/15/12	10/21/12	MTWTF--				2	\$500.00	3.50			
Week:		10/22/12	10/28/12	MTWTF--				2	\$500.00	3.50			
Week:		10/29/12	11/04/12	MTWTF--				2	\$500.00	3.50			
N 10	13	09/17/12	10/28/12	FOX Prime Tuesday 7-8p	7p-8p		:15				NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		09/17/12	09/23/12	-T-----				1	\$2,500.00	6.50			

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Week: 10/29/12	11/04/12	-----S	1	\$125.00	2.00																																																																																																																								
N 13	13	09/17/12	11/04/12	Su 9p-1005p	9p-1005p		:15				NM	6	\$3,000.00																																																																																																																
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Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/30/12	34	\$12,600.00	\$10,710.00
10/01/12 -10/28/12	49	\$13,900.00	\$11,815.00
10/29/12 -11/04/12	16	\$3,800.00	\$3,230.00
Totals	99	\$30,300.00	\$25,755.00

Signature: _____ Date: _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



Buy Detail Report

Revision #:

Date: 7/9/2012

Client: Ben McAdams for Salt Lake County Mayor

Estimate: 318

Vendor: KSTU-TV

Send Billing To: Love Communications

Media: TV

5020 West Amelia Earhart Dr.

546 S. 200 W

Product: Mayor

Description: Ben McAdams TV
Flight Start Date: 9/17/2012 05:00 AM
Flight End Date: 11/4/2012 04:59 AM

Market: Salt Lake City-Ogden

Salt Lake City, UT 84116

Primary Demo: Adults 25-64

Separation between spots: 30

Buyer: Amanda Chew

E-Mail: jeff.bruderen@fox13now.com

Phone: 801-519-8880

Phone: 801-536-1305 801-856-1611 C

Fax: 801-536-1334

Line No	Daypart Program	STN Gross	STN Net	Dur	Wks 9/17	9/24	10/1	10/15	10/22	10/29	Total Spots	Adults 25-64 Rtg/CPP
KSTU-TV												
1	MTuWThF 5:30a-6:00a Fox 13 Good Day Utah 5:30am	\$125.00	\$106.25	30	2	2	2	2	2	2	12	1.5 \$83.33
2	MTuWThF 6:00a-7:00a Fox 13 Good Day Utah 6am	\$300.00	\$255.00	30	1	1	1	1	1	1	6	2.0 \$150.00
3	MTuWThF 6:00a-7:00a Fox 13 Good Day Utah 6am	\$150.00	\$127.50	15	2	2	2	2	2	2	12	2.0 \$127.50
4	MTuWThF 7:00a-8:00a Fox 13 Good Day Utah 7am	\$300.00	\$255.00	30	1	1	1	1	1	1	6	1.5 \$200.00
5	MTuWThF 7:00a-8:00a Fox 13 Good Day Utah 7am	\$150.00	\$127.50	15	2	2	2	2	2	2	12	1.5 \$170.00
6	MTuWThF 8:00a-9:00a Fox 13 Good Day Utah 8am	\$150.00	\$127.50	15	1	1	1	1	1	1	6	1.5 \$100.00
7	MTuWThF 5:30p-6:00p Fox News at 530P	\$300.00	\$255.00	30	1	1	1	1	1	1	6	1.5 \$200.00
8	MTuWThF 5:30p-6:00p Fox News at 530P	\$150.00	\$127.50	15	1	1	1	1	1	1	6	1.5 \$170.00
9	MTuWTh 9:00p-10:00p Fox News at Nine	\$500.00	\$425.00	15	2	2	2	2	2	2	12	3.5 \$142.86
10	Tu 7:00p-8:00p	\$2,500.00	\$2,125.00	30	1	1	0	0	1	0	3	6.5 \$121.43